

REMARKS

Claims 1-18 are pending.

Claims 1-18 are rejected.

Claim 1 and 2 are amended.

Claim 3 is cancelled.

Claims 1-2 and 4-18 are now pending.

Applicants have amended claims 1 and 2 to require at least 10 % by weight of the compound of formula (1).

Support is found on page 14, lines 3 and in examples 1 and 2.

No new matter is added.

35 USC 103(a)

Claims 1-18 are rejected under 35 USC 103(a) as being obvious in light of Petrin et al., US 5,057,236.

Examiner believes Petrin to teach storage stable brighteners of the class phenyl-, triazinyl stilbenes present in hypochlorite bleach-compatible surface-active ion pair fluorescent whitener compositions ranging in amounts from 0.001-5%. The preferable ranges are considerably lower and range from about 0.01% to about 1.0% and 0.01 to about 0.5%. See col. 7, lines 3-6.

Applicants have amended the present claims to require at least 10 wt. % formula (I). this weight percent reflects the advantages of the presently claimed aqueous storage-stable fluorescent whitener formulations. High concentrations of the FWA are possible while maintaining storage stability.

As Petrin teaches a maximum of 5 wt. % brighteners of the class phenyl-, triazinyl stilbenes, and the present claim limitations require twice the recommended amount by Petrin, the present claim is no longer obvious in light of Petrin.

Reconsideration and withdrawal of the rejection of claims 1-2 and 4-18 is respectfully solicited in light of the remarks and amendments *supra*.

Since there are no other grounds of objection or rejection, passage of this application to issue with claims 1-2 and 4-18 is earnestly solicited.

Applicants submit that the present application is in condition for allowance. In the event that minor amendments will further prosecution, Applicants request that the examiner contact the undersigned representative.

Respectfully submitted,

/Shiela A. Loggins/

Shiela A. Loggins
Agent for Applicants
Reg. No. 56,221

BASF Corporation
500 White Plains Road
Tarrytown, New York 10591
(914) 785-2768
SALV22898RCE.doc

Enclosure: Request for Continued Examination.